

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: "Arena di Serdica" hotel**



Source: <https://www.arenadiserdica.com/gallery>

**Country/region of operation: Sofia, Bulgaria**

**Sustainability dimension: environmental, social, economic**

**Description of the enterprise/initiative:** The five-star Arena di Serdica Boutique Hotel is an elegant modern facility, which hosts one of Sofia's most precious treasures – the remains of the Roman Amphitheatre of Ancient Serdica, which date back to the III-IV century. Next to Sofia's main cultural sights and institutions, the Arena di Serdica Hotel offers the perfect setting for both business and leisure.

The hotels' uniqueness is complemented by its boutique character and individual approach – it has 63 spacious, stylish and cozy rooms and apartments, ready to satisfy the expectations of even the most demanding guests, who seek modern hotel comfort, elegance and luxury. Arena di Serdica offers its guests 2 restaurants, 4 conference rooms, a lobby bar and a wellness club.

**Social/ community impact sought:** Reducing the impact to environment and the expenses, thus adding value and profit and at the same time offering high-quality services and accommodation.

**Stakeholders:** guests, society

**Approach applied:** facility and waste management

**Innovation applied:** The staff members are much more than the usual number of employees for a hotel of this size: Hotel department – 48 people; Food and Beverage department – 35 people and Leisure dept. – 10 people. Total number of 93 employees. The hotel create work positions as at the same time ensures the high-quality of its service.

**Social impact and business results achieved:** The needed investments are lower than the economic savings achieved which makes the initiative profitable.

**Financial situation / sustainability of the business model:** Arena di Serdica residence hotel is a new hotel with modern and well maintained equipment and installations. The management is continuously seeking new options and measures that can improve the services provided and, on the other hand, reduce the cost of resources and energy and, hence, the environmental impact. The hotel management declared interest in implementation of organizational measures for energy monitoring and elements of environmental management system. The measures taken include:

- Optimization of the lightening system
- Implementation of elements of the environmental management system
- Use of heat pump mode of chillers during the transition periods (seasons)
- Separate collection and recycling of hazardous waste

The environment benefits expected are:

- Less electricity used, hence - less CO2 emissions
- Raised environmental awareness of the guests
- Less energy from the utility hence less CO2 emissions

**Key success factors:** many employees, high quality services, excellent location

**Challenges and problems:** difficulties in finding qualified personnel; need of additional trainings and education

**Year when the enterprise was created:** 2005

**References (web-site, intent links, video, etc.):**

<https://www.arenadiserdica.com/arena-di-serdica-residence-hotel-sofia>

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